

Name \_\_\_\_\_ Date \_\_\_\_\_ Period \_\_\_\_\_

## **Conducting Marketing Research Ch 29 Sec. 2 – The Marketing Survey**

### **Constructing the Questions**

- Questionnaires should provide data with validity and reliability.
- \_\_\_\_\_ exists when the questions asked \_\_\_\_\_  
\_\_\_\_\_ to be measured.
- \_\_\_\_\_ exists when a research technique \_\_\_\_\_  
nearly \_\_\_\_\_ in repeated trials.
- \_\_\_\_\_ Questions
  - \_\_\_\_\_ be answered with \_\_\_\_\_
  - Generate a \_\_\_\_\_
  - Generates lots of good information but \_\_\_\_\_.
- \_\_\_\_\_ Questions
  - Respondents \_\_\_\_\_ from possibilities given on a questionnaire.
  - \_\_\_\_\_ questions to write
  - \_\_\_\_\_

### **Types of Forced Choice Questions**

- \_\_\_\_\_ Questions
  - Used only when asking for a response on \_\_\_\_\_.
  - Most often used as a \_\_\_\_\_ question.

Example: \_\_\_\_\_

- \_\_\_\_\_ Questions
  - be careful to \_\_\_\_\_ - so you don't frustrate the person taking the survey.

Example: \_\_\_\_\_

- \_\_\_\_\_ Questions

Example: \_\_\_\_\_

- \_\_\_\_\_ Questions

Example: \_\_\_\_\_

### **Guidelines**

- Write \_\_\_\_\_
- Give \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_ should be appealing
- Have \_\_\_\_\_ of completion

### **Impact of Technology**

- \_\_\_\_\_ secondary data
- Easier to \_\_\_\_\_ data
- Specialized \_\_\_\_\_ allows researcher to \_\_\_\_\_  
of information
- Specialized software \_\_\_\_\_